

**ABSTRACT**

A wireless billboard system which includes a wireless billboard operative to receive and display text and graphics and to transmit messages wirelessly. A plurality of 5 transmitter/receiver sites are located so as to receive wireless signals transmitted from a transmission site and to transmit them to the wireless billboard and to receive wireless transmissions from each of the wireless billboards and to transmit them to a user. A billboard management site is couplable to each of the 10 transmitter/receiver sites and operative to receive transmissions from the plurality of transmitter/receiver sites and to transmit wirelessly to the transmitter/receiver sites.